GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:420
ANSWERED ON:01.12.2015
Misleading Advertisements
Muddahanumegowda Shri S.P.

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Government has received any reports/complaints regarding misleading/surrogate advertisements appearing in the electronic and print media making false and exaggerated claims about the products;

(b) if so, the details thereof indicating the number of cases reported/identified, companies held responsible along with the action taken against the persons/companies involved therein, during each of the last three years and the current year; and

(c) whether the Government proposes to bring in a comprehensive legislation incorporating various rules and regulations presently in vogue to put an effective check on such cases and if so, the details thereof?

Answer

THE MINISTER FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) & (b) : Yes Madam, A large number of complaints of misleading advertisements appearing in the electronic and print media making false and exaggerated claims about products, are received by various agencies and regulators from time to time. There is no single centralised agency to deal with all such complaints. The sector regulator concerned/or the ministry/ department concerned takes cognizance of the complaints and takes action on matters relating to their own subjects under the relevant legislations.

(c) : For carrying out comprehensive amendments to the existing Consumer Protection Act, 1986, the Government has already introduced the Consumer Protection Bill 2015 in the Lok Sabha. The Bill seeks to establish a Central Consumer Protection Authority, the objectives of which, .inter alia, are to ensure that no advertisement is made of any goods or services which is misleading or deceiving or contravenes the provisions of this Act and rules and regulations made under it; and to ensure that no person engages himself in unfair trade practices or takes part in the publication of any advertisement which is false or misleading. The Central Authority can order withdrawal of advertisements found to be false or misleading and direct issuance of corrective advertisements, wherever necessary.

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